

Results of Logo Survey - Oct. 24 - 28, 2018

Beginning in October 2018 until January 2019, the International Quidditch Association (IQA) is working on a rebranding initiative. This is a result of the IQA strategic planning process that started in May 2018.

The IQA communications department launched a survey on Facebook that ran from October 24 through Oct. 28, 2018. The survey was released on the IQA Facebook page then shared to the IQA: ALL the regions Facebook group.

This document analyzes the community feedback, in order to create brand closer to the quidditch community.

Methodology

The survey was four questions long. People were free to reply or not reply to any of the questions (none of them were mandatory). If they wanted, they had the opportunity to give detailed explanations of their choices.

Testimonies below are not edited and keep the wording used by the respondents.

Executive Summary

- The IQA should change its logo:
 - By adding specific elements from the sport
 - By using colors that are:
 - Neutral
 - Similar to international organizations
 - Similar to other sport organizations

- The new logo should:
 - Show that the IQA is an international organization
 - Show that the IQA is a sport organization
 - Show that the IQA represents quidditch

Plan

- Overview of the replies
- Analysis
- Strategic recommendations

Overview of the Replies

146 people replied to the survey.

This survey was anonymous; people replied without giving their identity. However, they had the opportunity to leave their email address if they wanted to start a conversation.

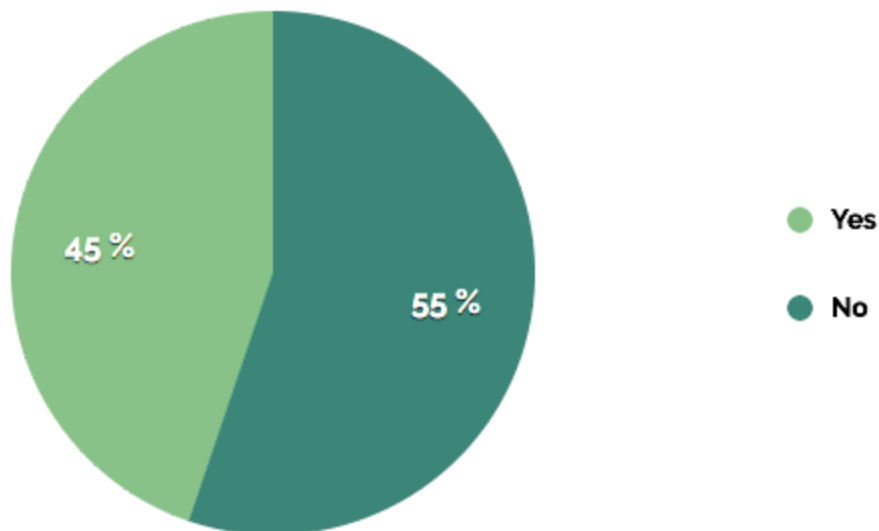
24 people shared their email address.

Analysis

Some respondents are familiar with the current logo even if it does not efficiently embody our sport.

Can you identify with the current logo of the IQA ?

143 responses



Most of the respondents (79 people) do not identify with the current IQA logo, versus 64 who do identify with it.

Why?

102 responses

From people who do not identify to the logo:

- They do not like it:
 - "It sucks"
 - "It's ugly"
 - "The colors are odd, it's hard to read, I don't like the font"

- It does not embody the sport:
 - *"Nothing about it says what it is. It could be the logo of a drug company (it even looks like a pill)."*
 - *"While I understand the colour scheme, and having the acronym is fine, I just don't feel like showing a pitch shape says a whole lot about us as a sport"*
 - *"I could identify with it before (letters, shape of the logo), though I'm not a big fan of the choice of colours. I think it's important that the word quidditch appears on the logo so people know what it's about (one of my critics about WC was that everything was labeled 'IQA world cup', so I don't think outsiders could understand what the event really was)"*

- It has misleading colors and an irrelevant font:
 - *"It has the Australian colours.. I thought I was on the website for the Australian team when I went to the IQA website"*
 - *"Green and yellow are the colors of Australian team, so it seems that IQA is strictly bound to Australia. A different color choice, like the blue/white combo used for UN and so on, could constitute a better logo."*
 - *"Initialism font is not striking"*

One comment put other ones in a nutshell:

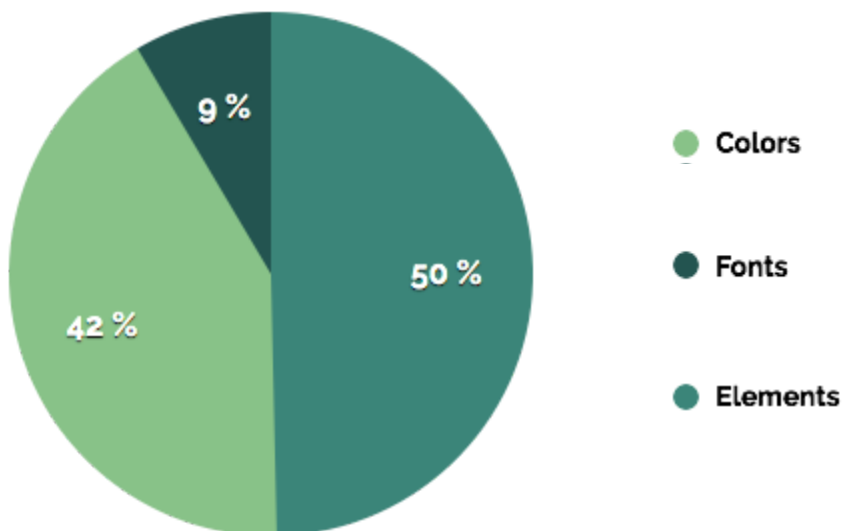
- *"The "three hoops" is much more iconic and immediately recognizable. Also, somewhere in a logo IQA should be written out. The abbreviation is nice and mimics other sporting leagues, but because we aren't as recognizable, many don't know what it means. The color combo is dreadful to say the least. Yellow/Green feels too specific to be international. Most leagues utilize Red/Blue, but i could see how that could be 'overplayed'."*

From people who identify with the logo:

- It showcases the sport:
 - *"I like it includes all the positional colours."*
 - *"it is a very good synthesis of quidditch, without giving any position, priority above others"*
- It is part of the quidditch background:
 - *"It's been used in a few places and is pretty consistently used"*
 - *"It's been there for a while and it is simple but representative."*
 - *"It's a brand that is starting to be known."*
- It is outstanding:
 - *"It's easy to recognize it"*
 - *"because is simple, easy and workingful"*

If you could design a new logo, what would be the biggest change?

141 responses



- 50% of respondents (70 people) would like to prioritize changing elements.
 - *"Since the pitch design has changed, this logo now doesn't reflect pitch shape. The logo also doesn't really highlight that it's a logo for Quidditch, aside from the letters/words. It would be nice to see an element included that is unique to our sport."*
 - *"It needs more identifying elements like hoops or a quaffle."*
 - *"Possible revised elements could include some recognizable quidditch elements such as hoops or brooms; it could also become more like other sports logos and include a player; if the IQA wants a simpler logo, something that looks/feels more like an athletic symbol"*

- 42% of respondents (59 people) would like to prioritize changing the colors.
 - *"it feels a bit australian colourwise."*
 - *"If national teams are to wear the IQA logo in their jerseys, neutral colors would be welcome, as yellow and green may be too disruptive."*
 - *"please allow to use the logo in different mono-coloured versions (e.g. all white, all blue...) to fit multiple jersey designs."*

- 9% of respondents (people) would like to prioritize changing the font.
 - *"You shouldn't need to specify what IQA is underneath. A strong highly symbolic logo should do that for you"*
 - *"The font used for the abbreviation and the complete name should be the same."*



INTERNATIONAL QUIDDITCH ASSOCIATION